

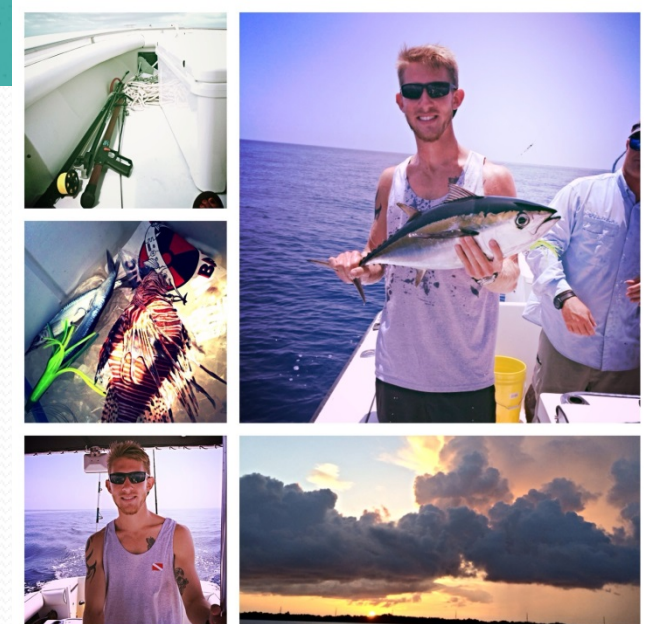
Building a following on Facebook

Utilizing contests and tagging to facilitate networking

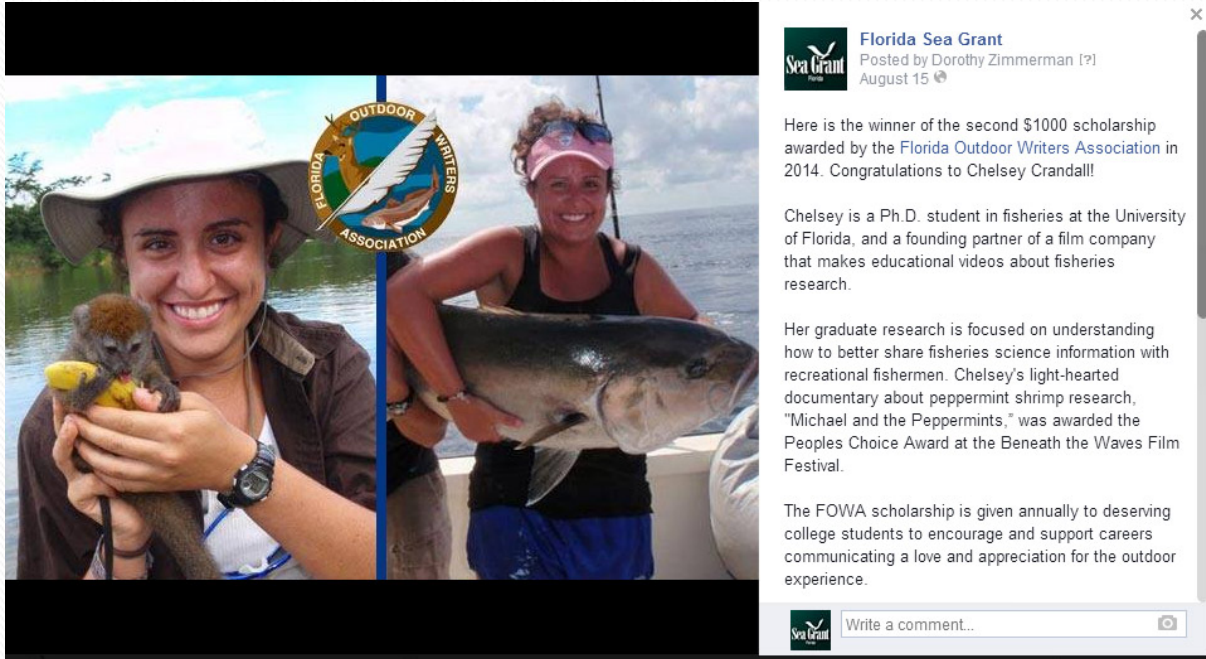


Our strategy

- Contests
 - Example: Photo Contest
 - Fosters participation
 - Requires content sharing
 - Creates new followers
 - Expands network
- Tagging
 - Personal reach
 - Increased shares
 - Produces a new audience
 - Network growth



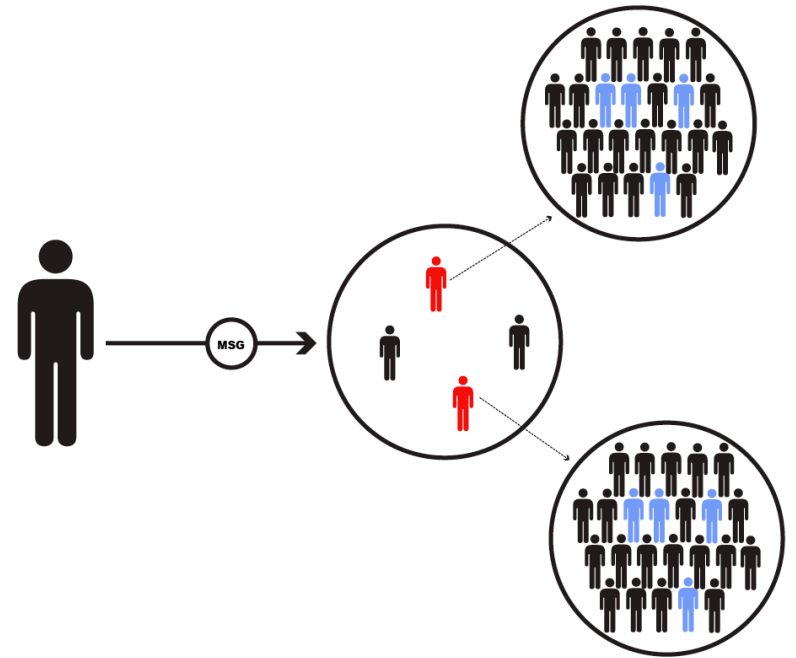
Our strategy



- Targeting our main audience (students)
 - Weekly job roundups (always include a picture!)
 - Posts about new scholars, extension agents
 - Q&A format, with photos from the field
 - VERY popular (proud family members)
 - Linking to FB posts on Twitter

Results

- These methods introduce your program to unreached virtual communities that generally would not be exposed to your web presence.



Give me a boost

- Boosted posts on Facebook—
is it worth it?
 - Audience is vague and not targeted
 - Exposure is achieved but interaction is unlikely
 - Cost per boosted post=\$5
 - Cost per paid interaction=\$0.10
 - Average cost per boosted like=\$0.46
 - ☹️



Additional tips

- Include links to social media outlets
 - Email and listservs
 - Letters delivered with publication requests
 - Extend an invitation to connect and stay current
 - Social media postcards at events and exhibits



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